



DEPARTMENT OF THE ARMY
HEADQUARTERS, UNITED STATES ARMY ELEMENT
ALLIED FORCES SOUTHERN EUROPE
FPO AE 09620

ACAS-BC

3 October 2006

MEMORANDUM FOR RECORD

SUBJECT: Policy Memorandum #23 - Sponsorship

1. **References.**

- a. AR 600-8-8, The Total Army Sponsorship Program, 4 April 2006
- b. USAREUR Regulation 600-8-8, USAREUR Sponsorship Program 18 January 2001
- c. US Army NATO Brigade (USANATO) Policy Letter #9, Sponsorship Program

2. **General.** First impressions are critical. Newly assigned Soldiers and their families develop their first impressions of the unit and installation based on how they are received -- good or bad.

a. Sponsorship is a commander's program that helps Soldiers and family members during reassignments. Executed correctly it can improve unit cohesion, retention, morale, and readiness by immediately setting the right tone for newcomers and decreasing distractions that hamper personal performance and mission accomplishment. A successful program depends on the involvement of leaders and the commitment of highly motivated and well-trained sponsors.

b. Our in-processing program helps newly assigned Soldiers and family members complete in-processing requirements quickly and completely. The intent is to ensure that all new arrivals are welcomed appropriately, meet administrative requirements, complete fundamental training requirements, receive a briefing on Soldier and family support programs, and are introduced to host-nation culture and language.

3. **Sponsorship.** Sponsorship is more than just sharing information. Good sponsors reach out to Soldiers to ensure they feel welcome and understand their role in their new organization.

a. I will appoint a battalion level Sponsorship Program Manager to coordinate and monitor sponsorship. Company commanders will do the same for their units.

b. BN CSM will appoint a sponsor for Master Sergeants and Sergeants Major. Company First Sergeant will appoint a sponsor for Sergeants First Class and below. Company Commanders must insure sponsors receive adequate training and materials before being assigned sponsorship duties. Use of the web-based Sponsorship Gateway to Europe (S-Gate) <http://www.1perscom.army.mil/S-Gate/S-Gate%20Web%20Page/Default.htm> is mandatory for Soldier sponsorship throughout our footprint. Battalion-level sponsorship program manager will

ACAS-BC

SUBJECT: Policy Memorandum #23 - Sponsorship

use the S-Gate management tool.

b. Sponsors will help incoming personnel and their family members during initial in-processing as needed. After initial in-processing, sponsors will provide assistance on a decreasing level based on the new Soldier's ability to function independently. Generally this should last no longer than a few weeks. Sponsors are not responsible for performing such tasks as childcare, grocery shopping, laundry, house hunting, and other functions best performed by the new arrival or family themselves and not directly related to sponsorship. Responsibilities of sponsors of incoming Soldiers include, but are not limited to, the following:

(1) Contact the Soldier by telephone, e-mail, fax (if known), or mail if an incoming Soldier has not contacted the sponsor through S-GATE within 30 days after the sponsor has been appointed. Government resources (telephone, e-mail, fax, postal) may be used to perform sponsorship duties.

(2) Make temporary housing arrangements for the Soldier and family members within the Soldier's authorized per-diem rates.

(3) Personally greet the incoming Soldier and family members on arrival at airport.

(4) Coordinate transportation during in-processing. Community shuttle buses and public transportation should be used as the primary means of transportation. Ensure the incoming Soldier is familiar with local transportation assets (ie: shuttle and/or public buses).

(5) Arrange for a no-host first meal at the new duty station.

(6) Escort the Soldier to in-processing appointments and locations on the in-processing checklist when needed. The sponsor will not conduct in-processing, but will help the new arrival with in-processing as required.

(7) Familiarize incoming personnel and family members with installation facilities and services (ie: ACS, bank, childcare, commissary, dental clinic, housing office, hospital, post exchange, schools, thrift shop, vehicle registration).

(8) Introduce the new person to the members of the chain of command and familiarize the new person with the unit and its mission.

(9) Help the Soldier register his or her POV, obtain a U.S. Forces certificate of license, NATO ID card, and obtain/explain unique items required in local geographic areas.

ACAS-BC

SUBJECT: Policy Memorandum #23 – Sponsorship

4. **Reactionary Sponsor.** Occasionally, the first notification of a new arrival is when a Soldier arrives in the unit. When this happens, “reactionary sponsors” must be appointed. Company Commander will ensure there is a pool of well-trained, motivated reactionary sponsors. Reactionary sponsors will come out of the section that the Soldier is being assigned to when possible.

5. **Out-processing.** Every departing Soldier will be offered sponsorship help during out processing. Departing individuals will out-process as much as possible on their own. Help from the sponsor normally consists of providing local transportation after the Soldier has shipped his or her POV.

6. **Sponsor Feedback and Recognition.** Sponsors will receive feedback on their performance. I will recognize outstanding sponsors with a 3 or 4-day pass, certificate of achievement, presentation of a commander’s coin, or other appropriate form of recognition.

7. Company commanders will ensure this policy memorandum is passed to each National Support Element.

A handwritten signature in black ink, appearing to read "D. Dawson", with the date "30 OCT 06" written to the right of the signature.

DENNIS D. DAWSON
LTC, AG
Commanding

Distribution:

A Company – 1

B Company – 1

HHC - 1